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International Bureau



INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification ⁷ : G06F 17/30		A1	(11) International Publication Number: WO 00/45294 (43) International Publication Date: 3 August 2000 (03.08.00)
(21) International Application Number: PCT/GB99/03010		Jonathan [GB/GB]; 36 Alverstone Avenue, Wimbledon Park, London SW19 8BE (GB). JORDAN, Smith, John [GB/GB]; 93 Bedford Road, Walthamstow, London E17 4PU (GB). HAYNES, Arthur, Brian [GB/GB]; 50 Hillcrest Road, Camberley, Surrey GU15 1LG (GB).	
(22) International Filing Date: 10 September 1999 (10.09.99)		(74) Agent: LLOYD, Patrick, Alexander, Desmond; Reddie & Grose, 16 Theobalds Road, London WC1X 8PL (GB).	
(30) Priority Data: 9901807.9 27 January 1999 (27.01.99) GB 09/238,761 28 January 1999 (28.01.99) US		(81) Designated States: AE, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CR, CU, CZ, DE, DK, DM, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, UA, UG, US, UZ, VN, YU, ZA, ZW, ARIPO patent (GH, GM, KE, LS, MW, SD, SL, SZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).	
(63) Related by Continuation (CON) or Continuation-in-Part (CIP) to Earlier Application US 09/238,761 (CIP) Filed on 28 January 1999 (28.01.99)		Published <i>With international search report.</i>	
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(54) Title: BROADCAST MEDIA METADATA STRUCTURE

(57) Abstract

A broadcast media metadata structure is comprised of a number of metadata storage entities related to the media materials, concepts and services defined by the structure. The entities contain a number of storage elements which store metadata relating to a given storage level, and relate to attributes or characteristics of the entity, the storage levels are arranged in a number of mutually consistent hierarchical or non-hierarchical relationships with the storage level at each level above the lowest level relating to the metadata of the immediately lower level. A number of levels of business entities each have business elements related to business metadata. The business elements are linked to the media metadata stores at a storage level appropriate to the business metadata.